

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for capturing and processing viewing data, ~~which~~ wherein the viewing data relate to ~~the~~ a viewing behavior of ~~users~~ a user when viewing video data, and ~~which the~~ the viewing data are transmitted via a telecommunications network to a central unit[[,]] ~~where they are further processed~~ configured to process the viewing data, ~~wherein the method comprising:~~

projecting the video data ~~are projected~~ directly on ~~the~~ a retina of the user ~~by means of~~ via a virtual retinal display device[[,]];

determining, during the ~~projecting of the video data,~~ data about lines of sight of the user relative to the viewed video data ~~are determined~~ by determining current eye positions of the user by means of an eye position detection module of the virtual retinal display device[[,]];

transmitting the viewing data ~~are transmitted~~ to the central unit, with the viewing data ~~including~~ at least the data ~~on the~~ about lines of sight relative to the viewed video data[[,]]; and

determining, by the central unit ~~determines,~~ based on the viewing data, picture regions of a single picture, which is part of ~~reproduced~~ the viewed video data ~~that have been viewed by the user;~~ and

determining, by the central unit, a correlation of the lines of sight with picture objects contained in the video data, based on the data about lines of sight of the user relative to the viewed video data, and based on stored pictorial content descriptions including object designations and locations.

2. (Currently Amended) The method according to claim 1, ~~wherein~~ further comprising:
comparing the current eye positions ~~is are compared~~ with predefined values, and
triggering predefined actions ~~are triggered based on the basis of the~~ a result of the
comparing this comparison.

3. (Currently Amended) The method according to claim 1, wherein the viewing data are stored in the ~~said~~ central unit.

4. (Previously Presented) The method according to claim 1, wherein the viewing data include user identification data.

5. (Previously Presented) The method according to claim 1, wherein the viewing data include video identification data.

6. (Previously Presented) The method according to claim 1, wherein the viewing data include time indications.

7. (Previously Presented) The method according to claim 1, wherein the telecommunications network is a mobile radio network.

8. (Currently Amended) A system, comprising:

a central unit connected via a telecommunications network to a device, the device configured to capture and process ~~for capturing and processing~~ viewing data, ~~which wherein~~ the viewing data relate to the a viewing behavior of users a user when viewing video data, ~~which and the~~ video data are reproduced by means of via a display device of the device, the device including a feedback module, ~~which feedback module transmits the viewing data to an evaluation unit,~~ wherein

the display device is a virtual retinal display device ~~which projects~~ configured to project the video data directly on ~~the a~~ retina of the user,

the virtual retinal display device includes an eye position detection module, ~~which, during projection of the video data, determines~~ configured to determine data ~~on about~~ lines of sight of the user relative to the viewed video ~~information~~ data by determining current eye positions of the user during projection of the video data, and

the feedback module is ~~set up such that it transmits~~ configured to transmit the viewing data via ~~[[a]] the telecommunications network to the evaluation unit of a the central unit, the viewing data including at least [[with]] the data on the about lines of sight of the user~~ relative to the viewed video data, for determining, based on the viewing data, picture regions of a single picture, which is part of the reproduced video data that have been viewed by the user, and

the central unit is configured to determine a correlation of the lines of sight with picture objects contained in the video data, based on the data about lines of sight of the user relative to the viewed video data, and based on stored pictorial content descriptions including object designations and locations.

9. (Canceled).

10. (Currently Amended) The ~~device~~ system according to claim 8, wherein the device includes

means ~~of~~ for comparing the current eye positions with predefined values, and ~~of~~ means for triggering predefined actions based ~~on the basis of the~~ a result of this comparison by the means for comparing.

11. (Currently Amended) The ~~device~~ system according to claim 8, wherein the device includes an identification module, configured to be assigned to the user, ~~[[with]]~~ the identification module including user identification data, and the viewing data include the user identification data.

12. (Currently Amended) The ~~device~~ system according to claim 8, wherein the device includes a video identification module, ~~which video identification module determines~~ configured to determine video identification data associated with the video data, and the viewing data include the video identification data.

13. (Currently Amended) The ~~device~~ system according to claim 8, wherein the device includes a time determining module ~~which determines~~ configured to determine a ~~[[the]]~~ current time, and the viewing data include time indications.

14. (Currently Amended) The ~~device~~ system according to claim [[9]] 8, wherein the device is designed as a mobile device, [[and]] the telecommunications network is a mobile radio network, and ~~via which mobile radio network~~ the device is [[able]] configured to communicate via the mobile radio network.

15. (Canceled).